

# KIVI

TURN ON KIVI. ROOM BY ROOM

# IFA

6-10 SEP

2024

## KIVI PRESENTS A NEW RANGE OF INNOVATIVE PRODUCTS AT THE ANNIVERSARY IFA 2024

In 2024, the international electronics trade fair IFA celebrates its centenary, making it a special event for all participants and attracting millions of people to the latest trends in the electronics and home appliances sector.

At this important milestone, the KIVI brand is presenting a number of innovations to a highly expert audience that raise the bar for TVs and accessories.

### **KIVI MODULE TV: A NEW RANGE OF SMART TVS WITH SMART HOME TV MODULES**

The main object of the presentation will be the new line of KIVI Smart TVs equipped with **Smart Home (IoT) modules**. Thanks to the unique TMOD technology and specially designed Smart Home TV modules, KIVI TVs become the control centre of the smart home, providing users with additional functions for information, security, control and comfort. Now, every owner of a TV from the new KIVI range can discover enhanced features in addition to the high-quality picture provided by QLED displays:

- **Improving fire safety:** The Smoke Detection Module (S5) detects smoke and carbon monoxide (CO) levels. In case of danger, the module signals through the built-in speaker and sends an alarm notification via the app to the user's smartphone.



- **Climate information and automation:** The Climate Module (C5) provides online information on the current humidity and temperature levels in the room and can also serve as a thermostat for smart home climate control devices.

- **Lighting design and immersion in content:**

Thanks to various lighting modes, RGB Light Module (R5) can set the atmosphere of the movie the user is watching and helps to create a comfortable atmosphere in the room, making the interior stylish and expressive. It also helps the user fall asleep and wake up comfortably thanks to timers that can be easily set to the desired day of the week using your smartphone. The module can be switched on and off using the TV remote control, including via a voice command.





- **A unique visual experience:** The Light Projector Module (L5) projects the Northern Lights effect onto the ceiling, wall behind the TV or other surfaces to meet the most demanding users' requirements. This module is mounted on the TV with a special tilt bracket and can be used not only in conjunction with the TV, but also as a standalone device thanks to the Type-C power port. The module can be switched on and off using the TV remote control, including via a voice command.



**TMOD technology** allows you to easily install the modules on the back of your TV by simply leaning them against the attaching point, and they are powered directly from the TV body, ensuring that they work continuously 24/7, regardless of whether the TV is on or off. Placing the modules on the back panel solves the problem of aesthetics and visual noise in the interior (no more looking for a place for the lamp, thinking about how to hide the cable, buying another extension cord or monitoring the battery charge). The modules are calibrated for their respective locations, and the system can provide simultaneous operation of three modules (2 sensors and one light module to choose from).

The ability to integrate KIVI Smart Home TV modules with **Tuya, Google Home and Amazon Alexa** apps provides users with freedom of choice and convenience, whether they are experienced smart home users or new to the IoT world.

## KIVI PREMIUM TV: A NEW RANGE OF SMART TVS FOR A DEMANDING AUDIENCE

The new range of KIVI Premium TVs combines advanced technology with outstanding quality to create an unforgettable viewing experience. While available in two diagonals (55 and 65 inches), these TVs feature advanced **MiniLED** technology for incredible contrast and deep blacks, as well as a **QLED display** for vivid, rich colours and accurate colour reproduction. These technologies work together to create a picture that literally comes to life before your eyes.



Sound is an integral part of the immersive experience. While good sound should be surround, demanding customers prefer thin TVs. You can endlessly try to enhance the sound quality with software and use all sorts of fancy-named technologies that supposedly help to improve it, but only a full-fledged home theatre system can make a TV a... cinema. Or are there still some options? What if you built a subwoofer directly into the TV? With 2.1-channel audio support in KIVI Premium models, your favourite films, games and music take on a new dimension, filling your space with rich, surround sound creating an immersive experience.

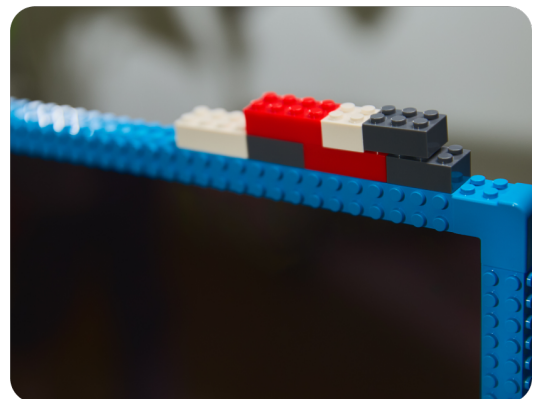
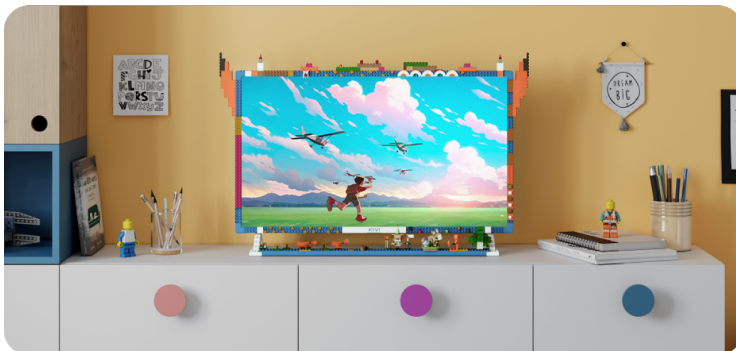
One of the key advantages of the range is the support of KIVI's innovative TMOD technology, which allows for easy integration and use of KIVI Smart Home TV modules. These modules provide a wide range of additional functions, from security monitoring to lighting control and creating a unique room atmosphere. All modules are fixed to the back of the TV, providing a neat and aesthetic solution for your interior.

## THE "ROOM BY ROOM" CONCEPT

KIVI has developed the "Room by Room" strategy to create TVs that are perfectly suited to specific rooms. KIVI TVs offer more than just content, as they are tailored to the way you use them in each room, eliminating inconvenience and ensuring maximum comfort. The main purpose is to provide customers with specific solutions adapted to the particular needs of each room, as well as to integrate your home into a single ecosystem.

## KIVI KIDSTV: FROM A SUCCESSFUL DEBUT TO NEW POSSIBILITIES WITH KIDSTV MAX AND TV FRAME CUSTOMISATION KITS

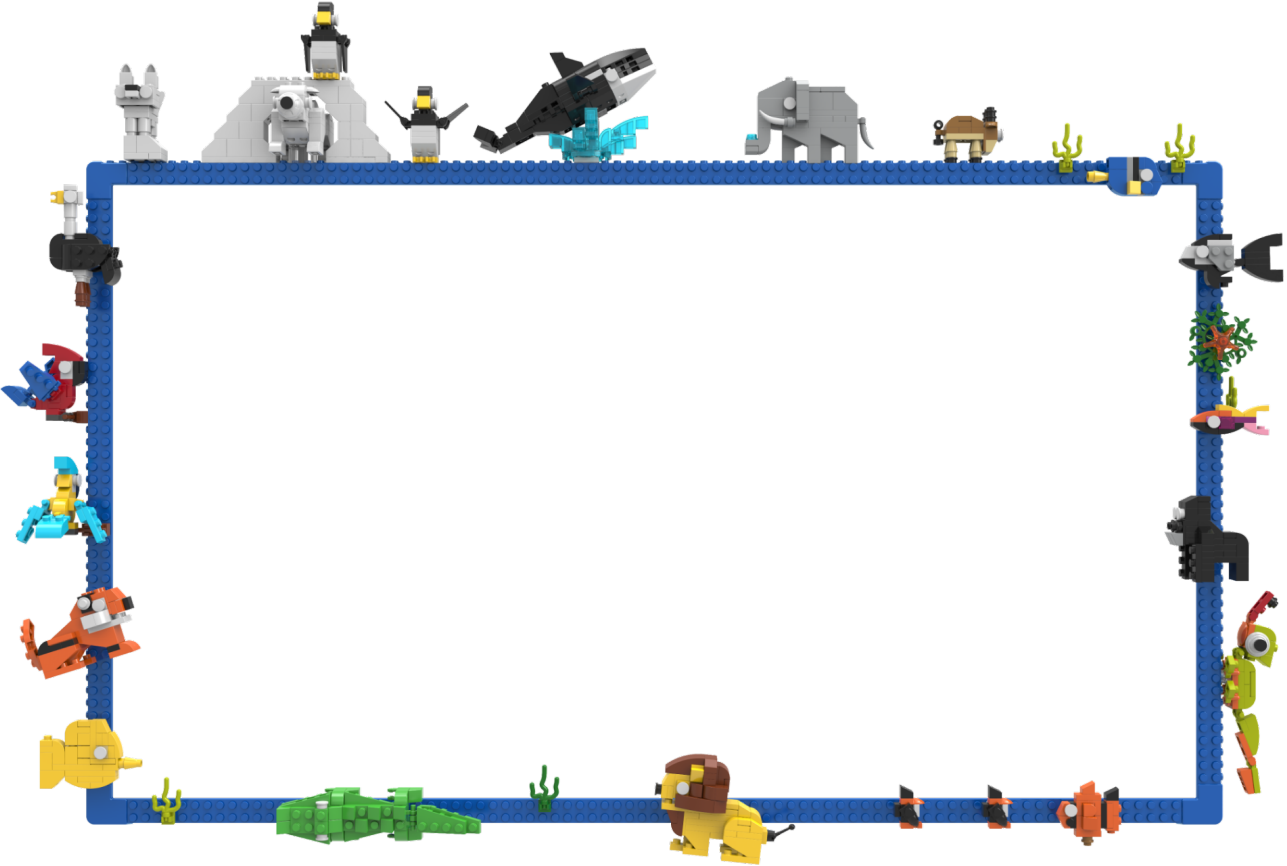
The KIVI KidsTV smart TV is designed specifically for children's rooms. Its screen is protected by tempered glass, which is resistant to shock and deep scratches, and you can attach your favourite construction set to the frame and **Brick-style** TV stands. The TV also takes care of children's health by filtering out harmful radiation using **Low Blue Light** technology. It is equipped with a secure surface mount, a convenient ergonomic remote control and voice control support. On the back of KIVI KidsTV there is an **AlumiGlow** night light that creates cosy lighting for a comfortable sleep and adds a decorative accent to enhance the lighting design of the room.



Last year, KIVI introduced a new product – KIVI KidsTV with a 32-inch Full HD screen. This year, the company is presenting a new concept – **KIVI KidsTV MAX**, which offers an enlarged 50-inch screen with UHD resolution. Combined with MEMC (Motion Estimation and Motion Compensation) technology, this provides smoother, higher quality playback of moving images, making viewing even more engaging for both children and adults.

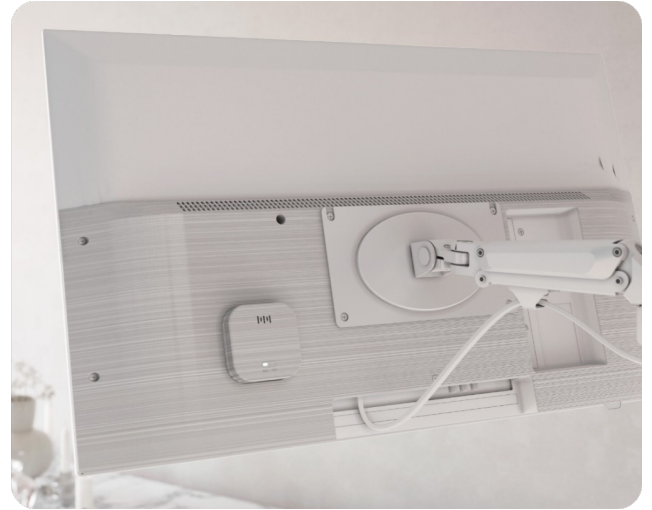
KIVI KidsTV MAX will also be an excellent choice for video game lovers, including PlayStation games and cloud gaming services.

At this year's exhibition, KIVI is also presenting accessory kits for personalising **the KIVI KidsTV frame**. These kits include coloured frames available in six colours, as well as the sets of parts that allow you to assemble bright and interesting figures such as cars and exotic animals, giving your TV even more personality and making it a real spotlight in your child's room.



## KIVI KITCHENTV: THE PERFECT ASSISTANT FOR THE HOME CHEF

KIVI KitchenTV is a vivid representative of the developed "Room by Room" concept, which was first presented to a wide audience at IFA 2023. This 32-inch Full HD bezel-less TV with a stylish white body and AndroidTV operating system is designed to be an indispensable companion in your kitchen.



With Android TV, access to useful cooking apps is even easier, giving you all the tools you need to create culinary masterpieces. This year, KIVI is introducing KitchenTV with an improved built-in smoke detector that provides an even higher level of safety in the kitchen by sending alarm notifications to the user's smartphone.

The unique full-range wall bracket, which is included and designed specifically for this model, allows you to rotate the screen in any direction, adjust its height, angle and distance from the wall, creating the perfect viewing angle from anywhere in the kitchen.

The TV also supports voice control with the Hands free function, which allows you to switch channels, search for the desired content, control your smart home, or find out how many calories are in the dish you are cooking with simple voice commands.

KIVI KitchenTV not only embodies style and functionality, but also transforms the kitchen into a modern, safe and convenient space where every detail is well-thought-out for comfort.

## KIVI MOTION TV STAND: A VERSATILE SOLUTION FOR THE MODERN HOME

At this year's show, KIVI is proud to present MOTION TV STAND, a versatile solution designed for those who value compactness, convenience and style in their interiors.

### Main Advantages:

- Unique and truly stylish, ergonomic design
- The ideal solution for compact spaces
- A solid base ensuring stability
- Easy-to-change screen angle and height
- Preserving the walls in their original form
- Convenient cable management for a tidy interior
- Compatible with most TVs on the market (23" - 65")

The sturdy, minimalist base made of stainless steel blends harmoniously into any interior, adding a modern accent to your space. Thanks to its versatile swivel and adjustment options, MOTION TV STAND gives you complete freedom to choose the optimal screen angle and height for maximum comfort.



The cable management system keeps the interior tidy by hiding wires and creating a clean, well-organised look. Compatible with most TVs on the market (23" to 65"), including KIVI TVs, the KIVI MOTION TV STAND is the perfect option.



## KIVI ALUMIGLOW TV MOUNT: MOUNTING, LIGHTING AND ADJUSTMENT IN A SINGLE SOLUTION

KIVI's new Alumiglow TV mount offers unique features for your TV. The KIVI Alumiglow TV Mount allows you to enjoy different LED backlight modes and adjustable brightness, providing the perfect ambience in your home. You can control the lights easily with the remote control, creating the perfect lighting for every mood.



KIVI Alumiglow TV Mounts are compatible with more than 80% of modern TVs from 32" to 70" and weighing up to 40 kg, providing maximum flexibility in installation and setup. Thanks to its extendable and swivelling design, these mounts offer swivel, tilt and horizontal adjustment, making it easy to adjust your TV for optimal viewing and to fit it into any interior.

The cable management system keeps the interior neat and tidy by hiding wires and creating a clean and well-organised look.

This product, along with other innovative KIVI solutions, demonstrates the company's commitment to creating stylish, functional and convenient products for the modern home.

## ABOUT KIVI

KIVI is an international company with European roots specialising in the development and production of smart TVs and accessories. Founded in 2016, the company is actively expanding its presence in the global market, offering innovative and high-quality solutions that have won the trust of more than 5 million users in 25 countries across Europe and Asia. With its headquarters in Budapest and manufacturing facilities in Europe and China, KIVI ensures a high standard of quality products that meet the requirements of European standards and are CE certified. KIVI is a certified partner of Google and Netflix. Thanks to its creative approach and constant investment in the development of new technologies, the company successfully competes on the international stage, attracting the attention of experts and the media.



**Media contacts:**  
[press@kivismart.com](mailto:press@kivismart.com)